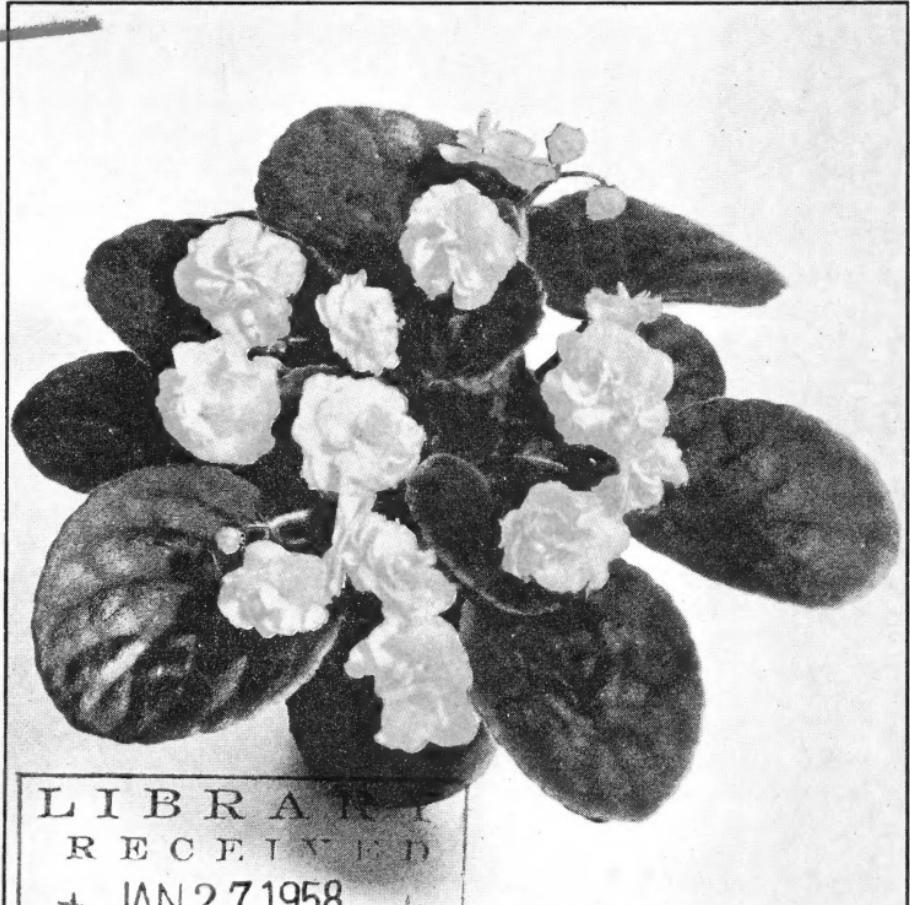


62

FALL
1957

African Violets

FOR BEGINNERS AND COLLECTORS



LIBRARY
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U. S. Department of Agriculture

Ohio Bountiful

SPOUTZ AFRICAN VIOLET GREENHOUSES

34365 MORAVIAN DRIVE

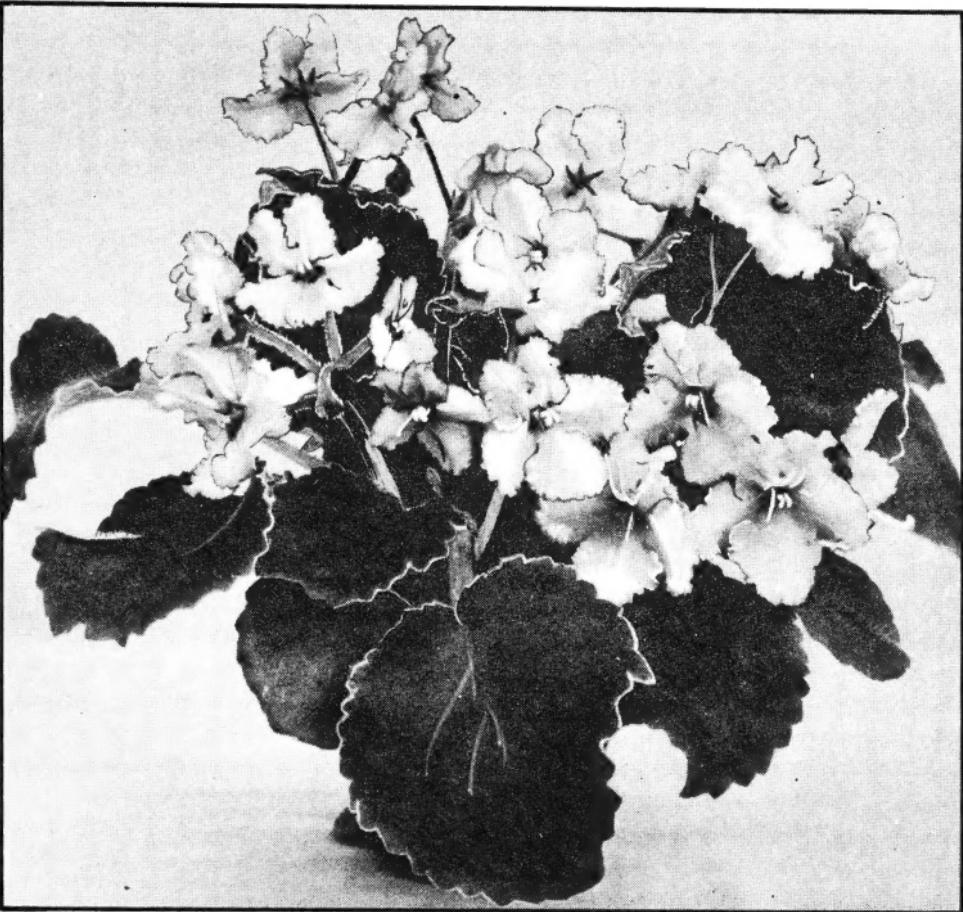
FRASER, MICH.

Look what's NEW inside . . .

Here's the Latest in African Violets . . .

No matter how many violets you have now, these brand new creations have proven to us that something new is always something better too! And we've had them here on trial long enough to say "violets like these will make your collection the envy of your friends and neighbors"! So much year-round beauty for so little!

- **PINK CUSHION:** You love Ohio Bountiful with its large blossoms, but Pink Cushion is the bright new jewel to rave about! It's the brightest, most intensely colored prolific double pink, so vibrant and alive! \$3.25
- **BLUE BORDER:** A dreamy new creation in white with marbleizing of blue, so smooth in color tone. It carries more open flowers and buds per stalk than any other newcomer, regardless of color! Smooth flowers that twinkle and glow! \$1.75
- **THUNDERHEAD:** Women, they say, are apt to get their measures a bit out of line, but this pure white one here is lots bigger than a golf ball for sure! Positively nothing in African Violets has flowers like this in SIZE and SUBSTANCE! \$5.00
- **LADY GENEVA:** You won't have to look twice to notice the white edging on this dark purple, it's so very striking! Easy to grow, not temperamental, and a wonderful bloomer. Not one of the "newest" but among the nicest! \$1.75
- **PINK CHAMPAGNE:** A truly bright pink with the center lots deeper in coloring, and a lavish show of blossoms on each tall stalk. If you've been getting our catalog regularly, you know we've never had a frilly-edged PINK—it's new! \$1.75
- **HI LOA LIGHT BLUE:** My own favorite from over 100 new introductions that I've purchased from leading hybridizers over a period of 2 years, so I've had lots of time and varieties to choose from. Why it's my choice? Umpteen flowers of wonderful size and coloring all heavily frilled and umpteen flower stalks! I like the easy-blooming ones! \$1.75

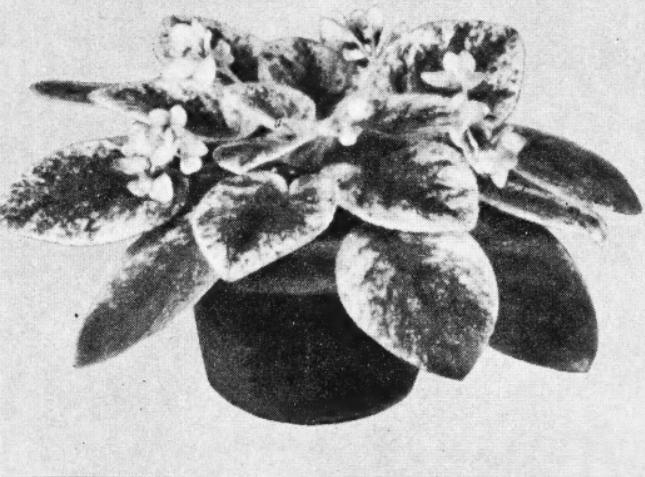


Rose Wing \$3.25

Simply huge white flowers with a lacy rose ruffling on all petal edges. And more of this pastel color radiating from the center! Widely opened flowers of wonderful texture and such an easy bloomer, we class it among the very best!

Rose Wing is the finest in the heavily fringed line coming from the benches of this famous hybridizer since his introduction of double White Madonna. Ruffling of high quality was eagerly pursued here while other breeders entered the terrific race for double pinks.

Rose Wing, a violet to remember, will be a permanent part of your collection!



Double Flowering

Wintergreen

\$3.50

A rare violet indeed, growing exactly as pictured! The foliage is speckled chartreuse and marbleized forest green, with

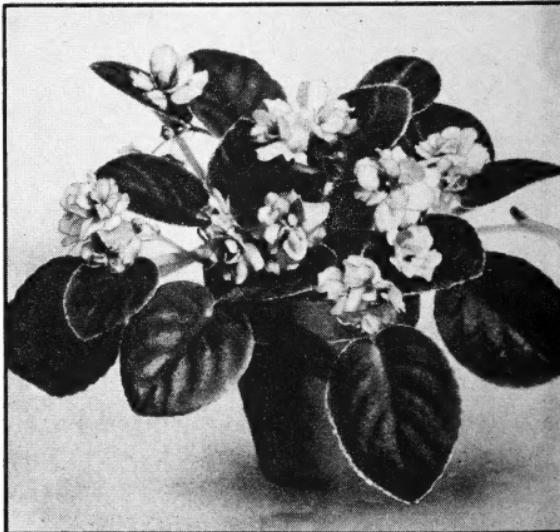
double white flowers that are tinted light blue in the center. Really different, brand new and a sensation when exhibited for the first time at the African Violet Convention held in Nashville, Tenn., in April 1954! This variety makes a fine gift plant.

Fluffy Double

\$1.75

We were pleasantly surprised to find this was No. 3 in our Popularity Poll for Spring 1955!

Whole clusters of foamy white flowers edged in rose or blue makes it so special. A vigorous grower and an easy bloomer, every bud will unfurl slowly and the large flowers will last a long time! Makes a real bouquet!



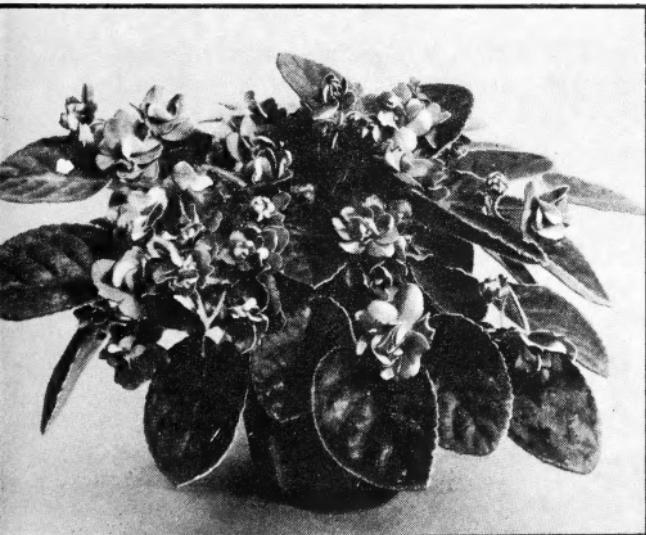
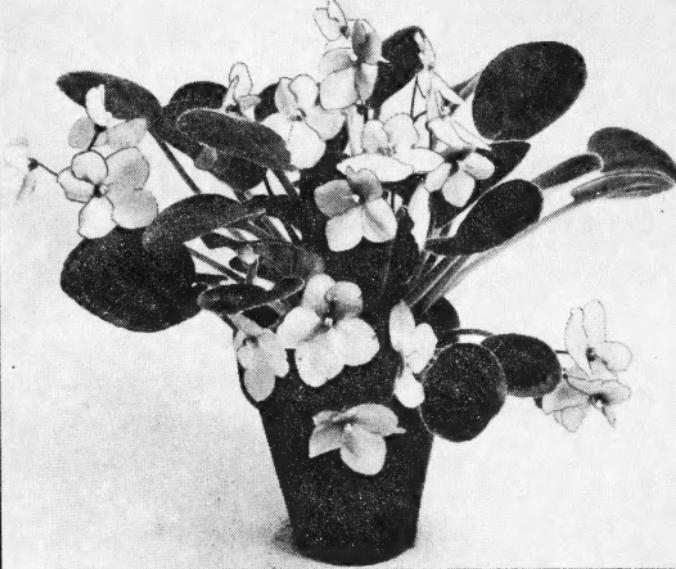
Start your collection today by giving "a gift to yourself." Order *Fluffy Double* now, it's sure to be your favorite also!

Lavender Beauty

\$1.50

If you're a beginner and violets are new to you, we recommend Lavender Beauty. It's easy to grow, always in bloom, and priced low to start your collection. Dependable!

The picture is an excellent likeness. Petals have a soft satiny finish and glisten with frosty particles, in a true pastel lavender. Don't be a Doubting Thomas, but prove to yourself that our violets do grow and bloom as we say they will!



doubles now, we recommend Queen Neptune for its beautiful dark green quilted foliage, that commands attention for the wonderful satiny gleam—and because it's the BEST in its class!

Double-Flowering Queen Neptune

\$1.75

There are so many large sized fully double flowers of darkest blue, that it may be difficult to see where each blossom starts: If you need this color in your collection, or if you have no



Velvet Girl

(2-tone red)

\$2.50

The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean-cut and adorable and a very good bloomer, with outstanding fluted foliage.

The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow—lots of flowers.

African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please! All prices are "postpaid."

Confirmed gardeners are happy people . . . they develop and revel in beauty around their homes. You forget worries and troubles in tending a garden. Your windowsill garden of African Violets will be a real year-around pleasure!

double-flowering

Blue Peak

\$1.75

Crisp sugar-white edging against marine-blue petals remind you of snow-capped peaks!

Read more about this 3-in-1 newcomer!



Oriental

\$3.50

Really exotic, one of those eye-catching fantastic varieties that even an ardent collector will exclaim over!

Foliage so different from anything you've seen!

Holly

\$1.75

Isn't the foliage pleasingly different?

The contrast of the deeply colored and wavy foliage (fire red underneath) against the hyacinth blue flowers is both striking and beautiful! Violet enthusiasts who regularly visit our greenhouses are intrigued by Holly and Oriental, but since their introduction, all available stock has been reserved for sale to our mail order customers! Kindly give us your instructions in case we're sold out again.

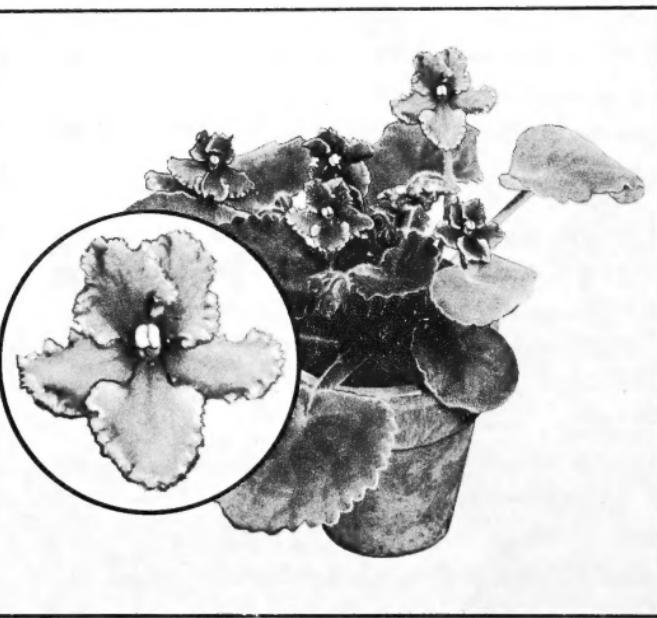


Ruffled Queen

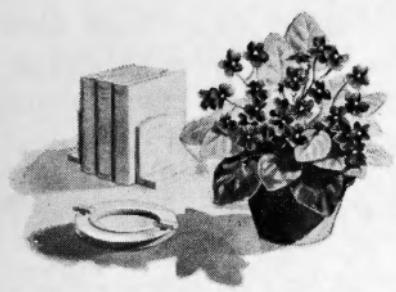
\$2.25

Here's a violet fancier's variety now priced for the beginner!

Imagine long-lasting velvety dark burgundy flowers of giant size and substance with every petal so ruffled and



frilled it has the appearance of real lace! As each bud unfolds it's a joy to behold for the crinkled edges remind you of starched ruffles even on the reverse of the blossoms! Makes a wonderful gift to a violet fan!



GUARANTEED
**AFRICAN VIOLET
PLANTS**

Standard, Patented and
New Varieties for Beginners
and Collectors

ANGEL LACE: Fanciers will fairly burst with excitement when they see Angel Lace, for it's definitely a love-at-first sight African Violet! White violets have a universal appeal, as a symbol of purity and innocence. Imagine now, white blossoms that are fully formed and of heavy substance, its petals edged with lilac-blue ruffles! Destined for top popularity. You'll have to own it some day. Why not now? **\$3.75**

APPLE BLOSSOM: Giant-sized white flowers of wax-like substance that are brushed with pastel rose-orchid at the edges and in the center. Loads of flowers too! **\$1.50**

BI-COLOR: A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale orchid coloring of the rest of the blossom. Very dark foliage. Dependable too! **\$1.00**

BLACK LACE: Large dark purple fringed blossom. The flowers are so vivid and alive, intensely colored blackish purple of even tone with a dainty fringed edge, very striking! Foliage remains compact, is gently waved, yet strong and husky. **\$2.25**

— THE ABOVE PRICES ARE POSTPAID —

BLUE HEIRESS: Spectacular 2 1/2" flowers of brilliant blue which will make your collection the envy of the neighborhood! The heavily scalloped foliage has pencil-thick stems which grow in perfect rosette form. You will receive many astonished and envious compliments for its strong husky appearance and grandiose flower stalks! **\$2.00**

BLUE NOCTURNE: Do you realize how rare blue flowers are among plants suited to your windowsill? Not since 1950, though, have we been impressed with new introductions in the sapphire blues but we've really hit the jackpot this season! There's huge bouquets of pompon wavy-edged double flowers of great size on plants that are hardly old enough to bloom, it seems! Do set it next to Brenita Girl for colorful beauty at its best! **\$2.75**

BLUE OHIO: Enormous flowers! If you like them big, bold and dark, we recommend Blue Ohio wholeheartedly! Midnight blue coloring is uniform to the very center of the blossoms and there's a plentiful supply of buds. Foliage is different from other giant-flowered kinds, maybe that's why violet fanciers always buy neat compact Blue Ohio. **\$2.00**

BLUE PEAK: Here's your 3-in-1 violet all in one plant if your collection lacks a double, needs a marine blue, and if you've been eyeing those 2-tone combinations with sugar-white petal edges! We've counted 18-20 petals on bouquet-type flowers. The picture on Page 7 shows this fancy newcomer! **\$1.75**

BRENITA GIRL: A new luscious shade has been added to your rainbow hued collection! This is the richest of rose-toned varieties and it sharpens our appreciation for the blues and velvety purples. No pale beauty is Brenita Girl . . . these lovely blossoms have loads of cheery color! Alone in its color class. **\$1.50**

We're not hybridizers and we're probably over-critical when we look over new introductions, yet not all the named things purchased find a listing in our wee catalogue!

BRONZE BLUE BEAUTY: Suppose the slow-growing giants aren't for you? Let us tell of the virtues of "BBB". You'll count more flowers fully 1½" size on this variety than on any other dark blue you now have! Now to the leaf: so waxy, so shiny and dark! Compact girl foliage. **\$1.00**

DOUBLE VELVET GIRL: For a vibrant color note, this sport from Velvet Girl takes full honors! The gloriously rich red-garnet 2-tone puffy flowers will make this your most prized possession! Oh, if only we had a true-color catalog so you could see for yourself! Livelier, radiantly different and without question our largest and fullest double African Violet! **\$2.50**

FLUFFY DOUBLE: Sparkling white fluffy double blossoms of wax-like substance, center petals shaded with light blue-rose and with a bright golden stamens in the middle, truly remind you of summer skies and billowing clouds on a sunny day! See photo on Page 4. **\$1.75**

GIANT PURPLE MONARCH: Unmatched regal dignity and size! Words I knew would not impress you so I took a flower and traced around it with a pencil, then put a Silver Dollar over my drawing. View this scribbly "art work" (with my sincere apologies) on Page 19! This luxurious velvety purple-black beauty with claret undertones is massive and full formed.

\$2.00

GYPSY: Really bright rose-orchid, a color which will attract much attention in your home. One of the newer violets we've been growing in quantity to be priced low for new enthusiasts. If you have a limited amount to spend for violets we know you'll enjoy owning our Gypsy. Always many large round flowers with smooth coloring! Girl-type leaf **\$1.25**

— THE ABOVE PRICES ARE POSTPAID —

HOLLY: If only this could be shown in color because the foliage of Holly must be seen to be realized! Darkest bronze green, very frilled and pointed crisply at the edges and royal purple beneath. Truly the darkest leaf and the shiniest leaf you've ever seen! No other variety in our catalog has a leaf like Holly. Lots of blue flowers too. **\$1.75**

LAVENDER BEAUTY: Not new but so distinguished and well established in all collections that we illustrate it right up front . . . see page 5. Lavender Beauty ranks with Velvet Girl as the 2 finest and most beautiful time-tested violets of today. Exquisite fresh silvery lavender, melting softness of color, petals that glisten, countless widely opened large flowers on well branched stems . . . all the superior qualities that guarantee a high rating in our Best Seller list! **\$1.50**

LITTLE ARISTOCRAT: Much-travelled enthusiasts who have seen them all tell us that this is by far the most exotic of this new series of frilly edged doubles! Holly-type foliage, and darkest purple wavy petaled double flowers display a golden stamen; gives this jaunty newcomer real personality! **\$2.75**

MADAM KERN: New styling in these ruffles! Brighter, cheerier coloring in glorious eye-arresting reddish orchid! Ideal candelabra branching displays 7-9 huge flowers per stalk. From same line of breeding as Angel Lace and Rose Wing. For a major color thrill, Madam Kern outshines and will doubtless dethrone Ruffled Queen who's been undisturbed for years. **\$3.25**

MARY THOMPSON: Frilled, fully double light lavender, whose lacy charm created a sensation and brought rapturous comment from visitors here! Our own high estimation of this enchanting creation can be noted by customers who have been getting our catalog regularly . . . observe that we've eliminated four pastel varieties regardless of their popularity! **\$2.75**

— THE ABOVE PRICES ARE POSTPAID —

OHIO BOUNTIFUL: The creation of the double pink has been a fascinating chapter in African Violets! The vogue for double pinks that has swept the country since their display at the Convention in St. Louis in 1954 left critical fanciers breathless with surprise! Pinks had been restricted to single flowers and Ohio Bountiful represents a real triumph! It fills that long vacant niche in the violet field—the double pink! Cuttings from mother plants have bloomed for us, and Ohio Bountiful is not to be confused with untested semidoubles that revert or show off-colors. We know you'll agree that it's all we say it is, a large flowered prolific bloomer and really double! Pictured on the front cover and turn also to Page 2. **\$3.25**

ORIENTAL: We're not going to talk about the flowers on this violet. It's the leaf that's so unique! Notice the trim growing habit. Note that it does bloom, medium blue. But away with details! Never have you seen a glowing red-backed leaf shaped so much like miniature canoes! Very rare and unusual. Pictured on Page 7. Our supply is limited. **\$3.50**

PAINTED GIRL: Cheerful snappy sparkling white with red edging, or a star-like pattern . . . there's whole clusters of gaily assorted designs . . . very popular! Lots of good sized flowers held firmly above the foliage. The beautiful frilled "girl" type leaves make this a very lively combination. **\$1.25**

PINK ANGEL: A dainty pastel pink with foliage and flowers that are both larger in size than most varieties. Many widely opened blossoms at a time. The smooth tailored foliage, very dark and lightly quilted with a reddish reverse. Very stunning alongside a blue. Pictured in color on the back cover. **\$1.00**

TO CUSTOMERS WHO'D RATHER "COME AND GET 'EM"
Our greenhouses are located at the corner of Schoenherr and Moravian Drive, between 14 and 15 Mile Roads. Schoenherr starts at Gratiot and 6 Mile in Northeast Detroit.
Bank references: State Bank of Fraser, Fraser, Michigan.

PINK WONDER (Pat.): Here's the newcomer that captured all those ribbons at its debut at the African Violet Convention held in Nashville, Tennessee! Exactly what the name implies and a must for all collectors . . . those who want the BEST: Beautifully symmetrical exhibition-type plants with whole bouquets of brightest waxy-pink blossoms. Immense buds unfold into huge flowers perfectly spaced on stalks that boast of magnificent branching . . . yes we've counted 15 to 20 buds on our plants! **\$2.25**

PURPLE KNIGHT: This famous seedling has been a favorite here for the past 2 years so we dropped the older sorts in this color class . . . we've made room for this superior dark Purple Knight! All good habits: easy to bloom with giant sized flowers, strong stems, a very fine gift plant. **\$1.25**

QUEEN NEPTUNE: Our Spring 1950 catalog listed this one for the first time, and now it is priced low so as to be in YOUR collection! Fully double flowers with each petal placed "just so" to form a beautiful bloom of darkest blue. See our illustration on Page 5! A real novelty! **\$1.75**

RAINBOW GIANT: Bold and manly in appearance, a lusty grower possessing super sized flowers of burgundy red, each petal narrowly edged with snowy white. **\$1.50**

RED KING: Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for its free-blooming habit. We have counted more blossoms on Red King than any other variety we grow! We've seen many newer "reds" but still prefer the captivating Red King for its exceptionally fine windowsill qualities. For a rare treat, display Red King next to baby blue Sailor Girl! It's illustrated on Page 21. **\$2.25**

— THE ABOVE PRICES ARE POSTPAID —

ROSE WING: Lacy ruffling and wonderful texture, so cool and morning fresh, Rose Wing captures your attention and admiration! These immense flowers, white overlaid with rose, are widely opened and heavily fringed with a tatting-like edging, and display more coloring in the center! Here's Show Plant perfection! Accurately pictured on Page 3. **\$3.25**

RUFFLED QUEEN: Not since its introduction in 1952 has the price changed on this choice fringed silver-dollar sized dark burgundy, and now beginners whose purse is limited can discard those old pets and liven up that windowsill today! Violets like Velvet Girl, Snow Prince and Ruffled Queen are true friends . . . nice to have around! Turn to Page 8. **\$2.25**

SAILOR GIRL: Softest baby blue, a shade deeper in the center and a prolific bloomer. Display this one next to your pink violets! Very dependable and modestly priced. **\$1.00**

SANTA MARIA: Bears a profusion of powder blue ruffled blooms against outstanding darkest olive green red-backed foliage! 'Twas a prize winner in the commercial seedling class at the 1956 National Convention. "Buy today what you'll be proud to own tomorrow" is always sound advice, and what would the violet season be without the anticipation of some new acquisitions? Allow your imagination a free hand! **\$2.75**

SCARLET RED: Here's an African Violet Cousin (*Episcia Coccinea*) that will catch the eye of every visitor with those unusual trumpet shaped scarlet-red flowers! The extra large bronze foliage has emerald green markings, and provides variety and adds interest to your collection. You'll like it on a glass topped coffee table, to use as a conversation piece! Maybe that's why it remains in our "Top 5 Popularity List?" Really different, but turn to Page 24 and see for yourself! **\$2.75**

2
Catalogs
FREE

New "prospective customers" will receive a Spring and a Fall catalog free, and any order places your name on our regular mailing list.

SEA GIRL: A medium-light blue, yet so vivid and vibrant! Remarkable for the number of flowers and its velvety finish. Widely opened blossoms of exquisite coloring, and an A-1 performer. **\$1.25**

SHOCKING PINK: There's nothing quiet or demure about this new variety . . . it shouts for attention! We've been growing it in great quantity so as to price it low for beginners who have not been impressed with those older pale-leaved and small-flowered pinks that have been sold for years! Truly bright pink, real easy to bloom. **\$1.50**

SNOW PRINCE: Absolutely pure white flowers that are full, round, and truly bigger than a Silver Dollar! If you have had trouble growing the pure white ones, we guarantee that SNOW PRINCE will give you new confidence! The widely opened flowers glisten in the sunlight and your plant will always have loads of flowers and buds held high on strong stems. Tailored foliage, graceful and neat growing habits. Our healthy plants are anxious to bloom **\$2.00**

STAR GIRL: A brand new beauty with striking flowers. They are white centered, and daintily outlined with soft blue that extends to the middle of the flower. **\$1.00**

VELVET GIRL: Shown on page 6 and really striking, in a two-tone red combination. This captivating pansy-like big flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich light red in tone, with a permanent red-garnet edging at the outside tip of each petal. The upper 2 petals are solid velvety dark garnet and this doesn't fade out a bit! A profuse bloomer. Handsome strong girl-type foliage. Has been our 2nd best seller again last year and every year since its introduction! For sharpest coloring we recommend using our Pokon Plant Food. **\$2.50**

— THE ABOVE PRICES ARE POSTPAID —

WHITE MADONNA: Winner of 3 awards including the Blue Ribbon for the best mutant shown at the National African Violet Convention in Tennessee! Huge buds unfold from a cream shade into crystal-clean sparkling white petals, forming those large double white blossoms that won praises and prizes from the experts who know violets! **\$2.00**

WINTERGREEN: The photograph shown on page 4 is an exact likeness so that you may see for yourself that there's always something new to look forward to for your collection! A strong grower, producing many white and blue double flowers, with variegated foliage speckled with dark green. Rare and very choice! **\$3.50**



It is Easy to Grow African Violets

In the past, some have felt that African Violets were temperamental, but with just a few simple suggestions, you're sure to be a confirmed enthusiast! Let's visit a while, and I hope you'll be persuaded to give your green thumb a chance to show you how lovely your windowsills can be.

I wish I could convince everyone that my healthy plants, plus a Wik-fed pot, a window, and my good special potting soil is all that you need to have an abundance of bloom. It's just that simple! Let's suppose that you have all these things, and from now on it is just a few hints on culture you need to keep your plants looking nice. They need some sunlight.

If you mix your own soil take: 4 parts good garden soil, 4 parts rich woods' earth (leaf mold), 1 part of sand or vermiculite, 1 part peat moss, 1 part very rotted cow manure. You'll have to sterilize by baking this one hour at 250° to remove the nuisance of worms or weed seeds. I should say here that you must hide all fertilizers before you start, lest you be tempted or carried away with enthusiasm in this important mixing process!



POKON PLANT FOOD

"Imported direct from Holland"

**DOES NOT CONTAIN CHLORIDE
WHICH BURNS THE ROOTS**

We use Pokon in our African Violet greenhouses regularly. Our customers who have used this product from Holland for eight years send us unsolicited testimonials like this one received. "I just had to drop a line about Pokon. I have had wonderful results. All my neighbors just "Oh" and "Ah" about the large and many blooms on my violets. Some of them are common kinds but they surely don't look it when I use Pokon."

If **YOU** have had trouble getting your African Violets to bloom, the trouble might lie in the fertilizer you have been using, for violet roots are tender and chloride and wrong fertilizer can ruin your collection in no time at all.

Here's what you should do. Compare the analysis of Pokon (16-21-27) with whatever you've been using, and notice the high concentration of nutritive elements which has made Pokon world known. Pokon dissolves instantly and completely. Odorless. Simply dissolve a teaspoon of the crystals in a quart of water, use this every other week. Left over solution can be saved till used up.

Here's what Pokon costs: Just 4 cents a plant a year! You must feed your plants for biggest flowers, and you will notice the difference at once, for Pokon promotes stronger root systems and richer darker foliage, **PLUS** longer lasting flowers!

Pokon Prices

With any order:

25¢ size — 25¢

75¢ size — 75¢

\$1.00 size — \$1.00

Pokon Prices

If sent alone:

25¢ plus 25¢ mail charge — \$.50

75¢ plus 25¢ mail charge — \$1.00

\$1.00 plus 25¢ mail charge — \$1.25

AFRICAN VIOLET POTTING SOIL

A quality tested product that is mixed just for African Violets. Makes them grow and bloom profusely. Packaged in plastic bags to keep from drying out. Steam sterilized. Nothing to add, it's composed of: leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, and vermiculite.

1 pkg. (2½ lbs.)—\$1.75

2 pkgs. (5 lbs.)—\$3.25—Postpaid



AFRICAN
VIOLET *Greenhouses*

34365 MORAVIAN DRIVE — FRASER, MICH



Ship to _____

Address _____

City-State _____

TEAR OFF—AND MAIL TODAY!

Michigan customers add 3% sales tax—please!

"WE GUARANTEE SATISFACTION
OR YOUR MONEY BACK"

"Recollection of Quality Remains Long After Price Is Forgotten" So Our Policy is...

You be the Judge of Value — We Are Anxious to Please

GROWING instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation, how to save a plant that has been damaged; information on watering, fertilizing. You don't need a green thumb, just a few rules!

Since we cannot ship plants during winter months, all orders received in the winter will be put on record and we will commence mailing plants starting mid-April or so. Whenever the weather in Detroit is above 40°. Since we would have to replace at our expense any that arrive damaged, you can understand our caution. Earlier shipments will be made at customer's insistence . . . and risk. But it takes so long to grow a nice plant, we hope you will allow us to select the proper shipping time to your area. The non-perishables like soil, etc., will be mailed in any weather.

ORDER EARLY because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

OUR CATALOG is sent regularly to customers on record.

EVERYTHING is priced **POSTPAID** to your door (no C.O.D.).

ALL PLANTS are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



Dear Mrs. Spoutz:

I have a friend who appreciates house-plants . . . send your catalog to

1. _____

2. _____

No matter what your selection, you are assured of
Quality Plants and Quality Packing.

Red King

**Deepest red so far*

**Holds its color*

**A profuse bloomer*

\$2.25



We hasten to admit that truly crimson red African Violets aren't to be had but this one is the nicest we've seen. Red King holds its color and makes a compact plant. When grown in a sunny window the foliage shows unusual darkness!

As in the past, we have looked carefully at all the "newer" reds that have been named, and we still believe that Red King outdistances all others. The picture above shows its neat growing habit, and it is easy to bloom, with eight and more buds and flowers per stalk, held well above the foliage. Red King holds its color evenly (remember, it's not a fireman's red), and young plants are covered with claret-to-wine good sized flowers. Very aristocratic!

We sell new varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older which have stood the test of time, and priced lower. You can rely on our descriptions!

•
A customer wrote us: "I'm glad I sent in my order soon as your catalog arrived. Your packing was just grand, and my plants arrived yesterday. They were so nice and fresh that my neighbors would hardly believe they came from such a distance."

**To Beautify Your Window Garden
ORDER**

"Wik-Fed" Flower Pots

made of unbreakable Styron Plastic!



Especially for the busy housewife! Neat, clean, cheerful and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills and tables, no chance for staining. You just fill the base with water when the wick is dry, about every 10 days. Glamourize your windowsill garden with these new last-a-lifetime Wik-Fed flower pots.

COLORS: Chartreuse, jet black, canyon gray, blue, yellow, green, red, ivory, bronze, pink, and lavender. Each with a highly polished black base, complete with the wick that gives your plants a constant supply of water. Prices are postpaid:

	Each	Per 3	Per 6	Per 12
Regular 4" size	\$1.50	\$4.25	\$8.00	\$15.00
Larger 5" size	\$2.00	\$5.75	\$11.00	\$21.00

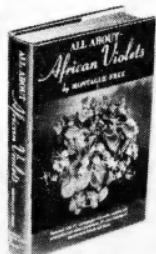
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We were glad to pack your order and hope you're pleased. Everything in this box is guaranteed to arrive in fine condition and if it isn't, please return promptly. This offer expires in 10 days.

Our African Violets will grow and bloom for you, just keep the Growing Instructions handy in your catalog. Remember, we're anxious to please and ready to help, because your collection is very important to us.

Sincerely,
Charles and Jennie Spoutz



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Yes, this big book contains 304 pages! Non-technical and very humorous. Every problem you are likely to meet under home conditions is taken care of. You're sure to enjoy his droll observations of certain varieties, and includes 111 photographs, 28 color drawings! \$3.50



Scarlet Red (*Episcia Coccinea*)

\$2.75

—“Trumpet Shaped Climbing African Violet Cousin!”—

Scarlet Red “Episcias” grow in an interesting manner, the mother plant sends out runners, or stolons, to propagate itself, much in the manner of the strawberry plant in your garden. These stolons in turn send out others and soon you have a delightful plant for a hanging basket.

The flowers seem to be cut with a tiny pair of pinking shears, are a true scarlet, that appear on the new stolons as well as the mother plant.



Pink
Angel

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